

2014 Emerging Leaders Schedule

Wednesday, 5:00pm - 8:00pm, Fresno District Office 801 R Street Fresno, CA 93721

| Module | Session | Title | Wednesday |
|-----------------------------------|---------|---|------------|
| Module 1 Business & Leadership | 1 | Introduction to Goal-Setting | 4/23/2014 |
| | CMG | CEO Mentoring Group 1 | |
| | 2 | Setting Initial Strategic Growth Goals | 5/7/2014 |
| | 3 | Challenges and Stages of Small Business Growth | 5/21/2014 |
| | | Growth Plan I Due | |
| | CMG | CEO Mentoring Group 2 | |
| Module 2 Financial Management | 4 | Financial Statement Analysis | 6/4/2014 |
| | 5 | Financial Analysis as a Business Tool | 6/18/2014 |
| | CMG | CEO Mentoring Group 3 | |
| | 6 | Understanding How Others See Your Financials | 7/2/2014 |
| | | Growth Plan II Due | |
| Module 3 Sales & Marketing | 7 | Identifying and Targeting Your Ideal Customer Base | 7/16/2014 |
| | 8 | Positioning Your Business Within a Competitive Landscape | 7/30/2014 |
| | CMG | CEO Mentoring Group 4 | |
| | 9 | Sales Strategies, Resources and Systems | 8/13/2014 |
| | | Growth Plan III Due | |
| Module 4 Resource Management | 10 | Human Resources | 8/27/2014 |
| | CMG | CEO Mentoring Group 5 | |
| | 11 | Accessing New Capital: Public and Private Financing | 9/10/2014 |
| | 12 | Accessing New Markets: Doing Business with the Government | 9/24/2014 |
| | CMG | CEO Mentoring Group 6 | |
| | | Growth Plan IV Due | |
| | CMG | CEO Mentoring Group 7 | |
| Module 5 Make It Real | | Final Strategic Growth Action Plan Due | |
| | 13 | Final Presentations of Strategic Growth Action Plans | 10/22/2014 |
| | | Graduation | |